

## ABSTRACT OF THE DISCLOSURE

A program information distribution apparatus manages a pre-distributed plurality of elemental information for configuring program scenes. Then, the program information distribution apparatus specifies a plurality of elemental information which is to be utilized for configuring a desired program scene from a plurality of elemental information for configuring program scenes stored in a network terminal; generates terminal control information for configuring the desired program scene by combining each piece of the specified elemental information; and distributes the information to the network terminal apparatus. On the other hand, the network terminal apparatus stores a plurality of elemental information for configuring program scenes. The network terminal apparatus receives predetermined control information distributed from the program information distribution apparatus via a network; selects a plurality of elemental information specified by the predetermined control information out of the stored plurality of elemental information; and configures a program scene by combining the selected plurality of elemental information.

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